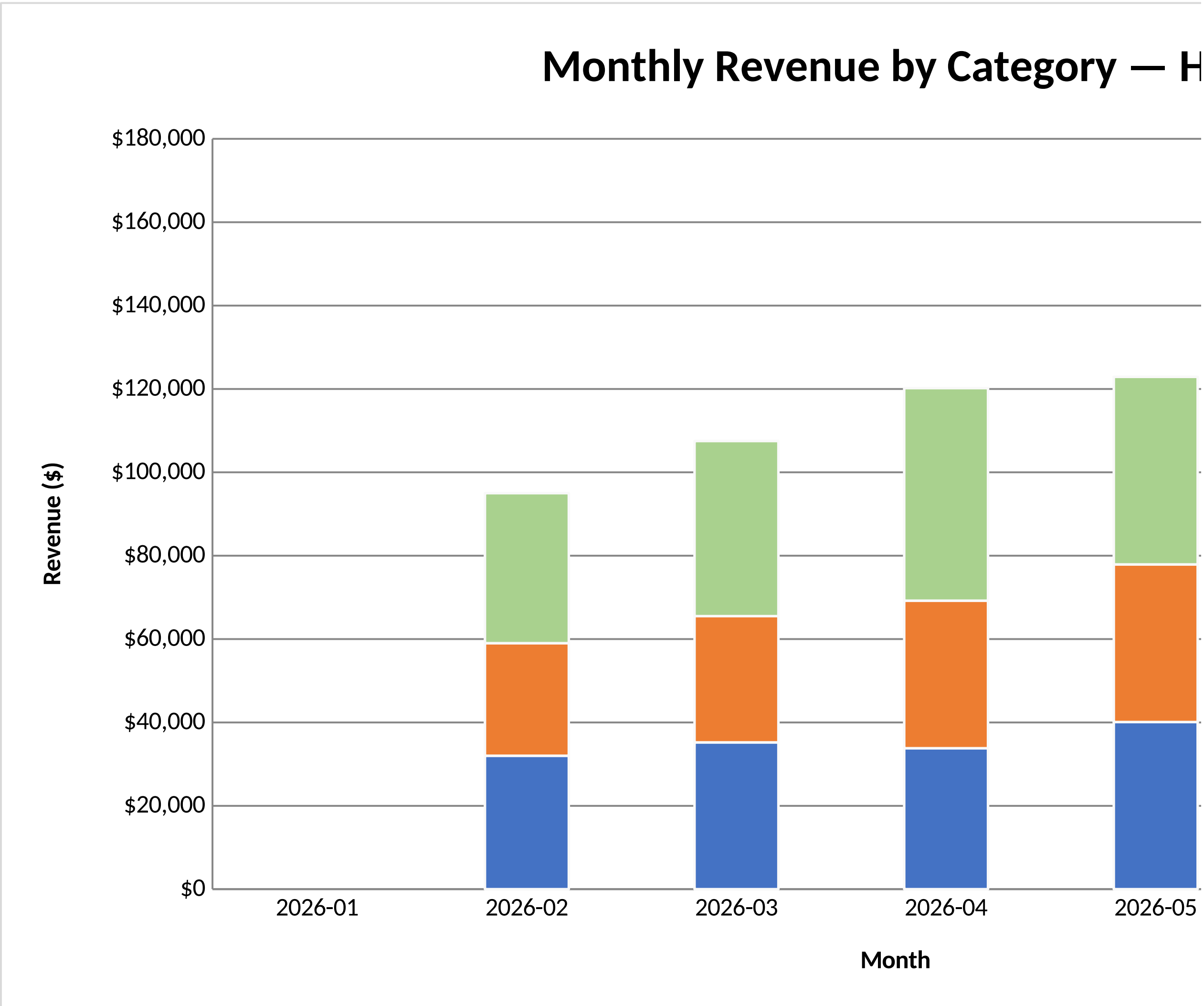
Sales Dataset — Jan–Jun 2026			
Month	Category	Units	Revenue
2026-01	Pro	320	$32,000
2026-01	Team	90	$27,000
2026-01	Enterprise	12	$36,000
2026-02	Pro	352	$35,200
2026-02	Team	101	$30,300
2026-02	Enterprise	14	$42,000
2026-03	Pro	338	$33,800
2026-03	Team	118	$35,400
2026-03	Enterprise	17	$51,000
2026-04	Pro	401	$40,100
2026-04	Team	126	$37,800
2026-04	Enterprise	15	$45,000
2026-05	Pro	455	$45,500
2026-05	Team	140	$42,000
2026-05	Enterprise	19	$57,000
2026-06	Pro	470	$47,000
2026-06	Team	158	$47,400
2026-06	Enterprise	23	$69,000

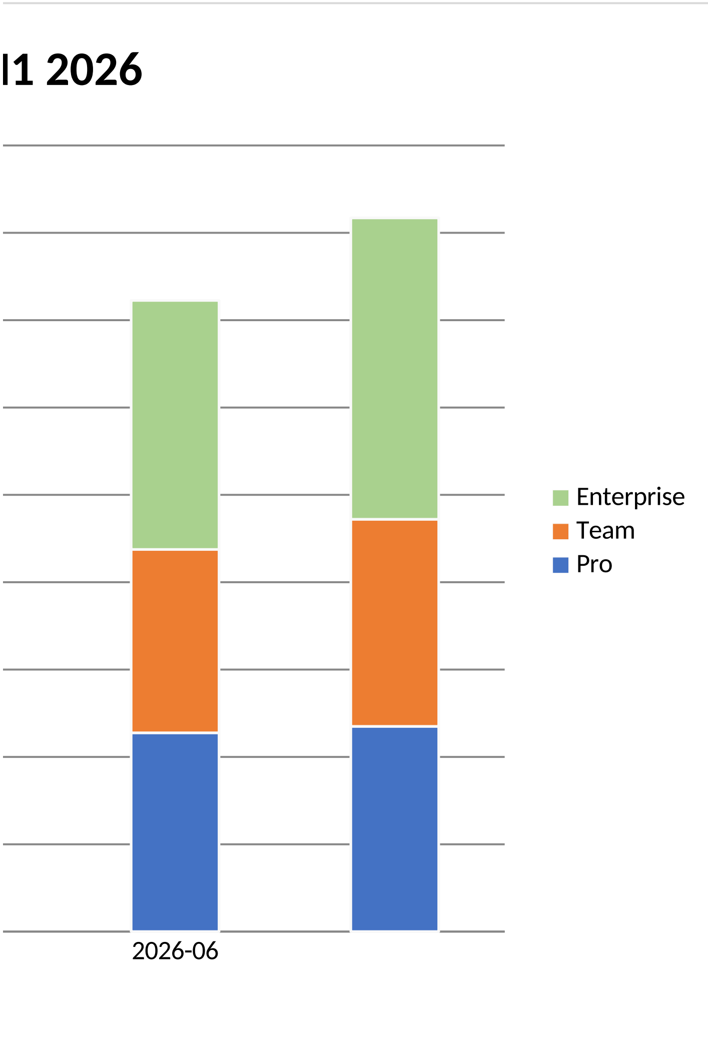
MONTHLY REVENUE & UNITS SUMMARY					
Month	Pro Rev	Team Rev	Enterprise Rev	Total Revenue	Total Units
2026-01	$32,000	$27,000	$36,000	**$95,000**	422
2026-02	$35,200	$30,300	$42,000	**$107,500**	467
2026-03	$33,800	$35,400	$51,000	**$120,200**	473
2026-04	$40,100	$37,800	$45,000	**$122,900**	542
2026-05	$45,500	$42,000	$57,000	**$144,500**	614
2026-06	$47,000	$47,400	$69,000	**$163,400**	651
TOTAL	**$233,600**	**$219,900**	**$300,000**	**$753,500**	**3,169**

REVENUE & UNITS BY CATEGORY (H1 2026)					
Category	Total Units	Total Revenue	Avg Unit Price	Rev Share	Units Share
Pro	2,336	$233,600	$100.00	31.0%	73.7%
Team	733	$219,900	$300.00	29.2%	23.1%
Enterprise	100	$300,000	$3,000.00	39.8%	3.2%
TOTAL	**3,169**	**$753,500**	**$237.77**	**100.0%**	**100.0%**



MoM Rev Growth
—
13.2%
11.8%
2.2%
17.6%
13.1%

ARPU
$100.00
$300.00
$3,000.00
—



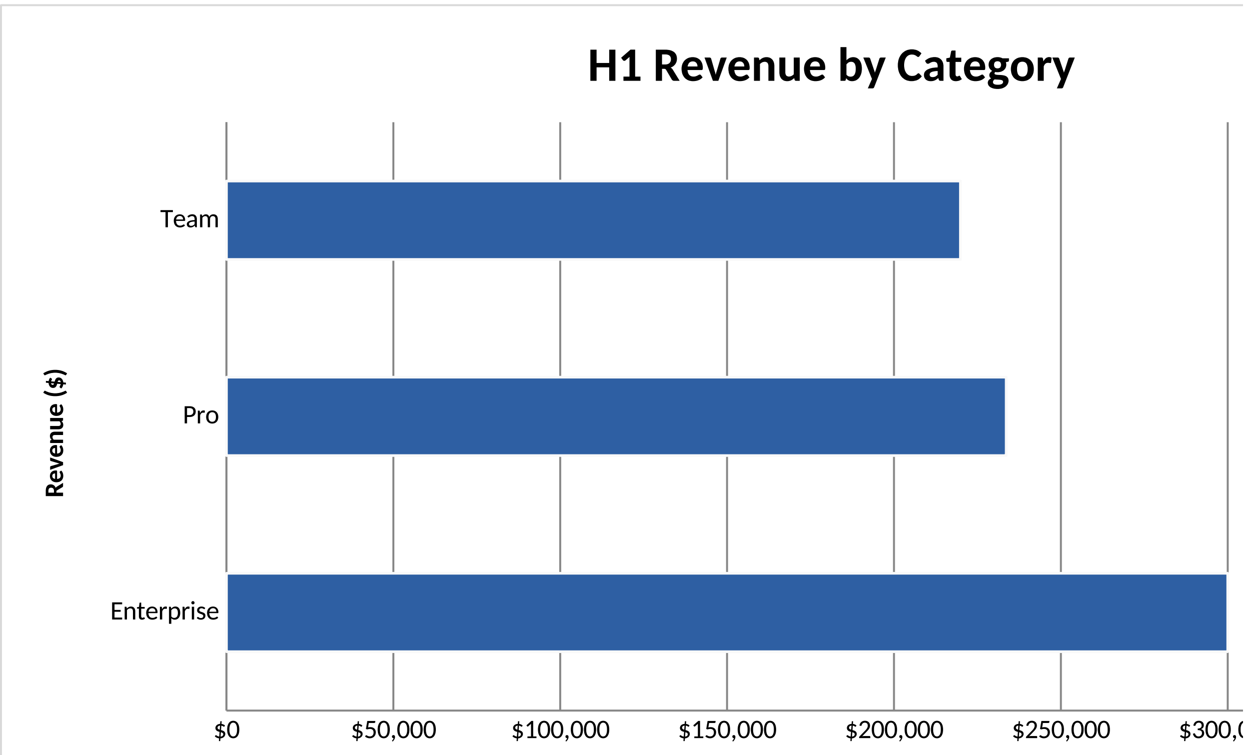
TOP CATEGORIES — KPI SCORECARD

Ranked by Total H1 Revenue | ARPU = Total Revenue / Total Units | Growth = (Jun Rev - Jan Rev) / Jan Rev

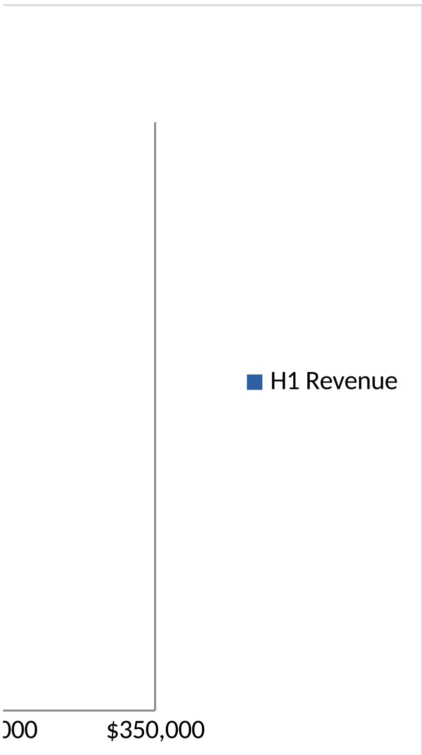
Rank	Category	H1 Revenue	H1 Units	ARPU	an→Jun Rev Growt
1	**Enterprise**	$300,000	100	$3,000.00	+91.7%
2	**Pro**	$233,600	2,336	$100.00	+46.9%
3	**Team**	$219,900	733	$300.00	+75.6%

MONTHLY REVENUE DETAIL BY CATEGORY

Month	Pro	Team	Enterprise	Total	MoM %
2026-01	$32,000	$27,000	$36,000	**$95,000**	—
2026-02	$35,200	$30,300	$42,000	**$107,500**	+13.2%
2026-03	$33,800	$35,400	$51,000	**$120,200**	+11.8%
2026-04	$40,100	$37,800	$45,000	**$122,900**	+2.2%
2026-05	$45,500	$42,000	$57,000	**$144,500**	+17.6%
2026-06	$47,000	$47,400	$69,000	**$163,400**	+13.1%



Status
STAR
STRONG
GROWING



EXECUTIVE INSIGHTS — H1 2026 S

Period: Jan 2026 – Jun 2026 | Data: 18 monthly records acr

Total H1 Revenue	Best Category	Fastest Growth
$753,500	**Enterprise**	**Team Tier**
+47% Jan→Jun	*$3,000 ARPU*	*+75.6% Jan→Jun Rev*

#1 Consistent Month-over-Month Revenue Acceleration

Finding:	Total revenue grew every single month from $95,000 (Jan) to $163,400 (Jun), a +72% absolute inc indicating a healthy, sustained upward trajectory with no pullback months.
Action:	*Investigate Jan-Feb drivers to replicate early-period tactics in future quarters.*

#2 Enterprise Tier Delivers Highest ARPU at $3,000/Unit

Finding:	Enterprise generated $300,000 from just 100 units (ARPU $3,000), compared to $100/unit for Pro H1 revenue — the single largest revenue contributor. This confirms classic SaaS power-law distrib
Action:	*Prioritize Enterprise pipeline expansion; even 5 incremental units = $15,000 revenue.*

#3 Team Tier Shows Fastest Percentage Revenue Growth (+75.6%)

Finding:	Team revenue grew from $27,000 (Jan) to $47,400 (Jun), a +75.6% increase — outpacing Pro (+4(90 to 158 (+75.6%), suggesting strong market penetration and potential for upsell pathways to Er
Action:	*Build Team→Enterprise upsell motion; Team's 2026-06 cohort is prime conversion target.*

#4 Pro Tier Drives Volume but Faces Revenue Concentration Risk

Finding:	Pro accounts for 73.7% of total units (2,336 of 3,169) but only 31.0% of revenue ($233,600). At $1 reliance on this tier creates margin pressure. A 10% Pro churn scenario removes 234 units but on
Action:	*Evaluate Pro pricing power; test $110-$120 price point in H2 2026.*

#5 March Anomaly: Pro Dip Masked by Enterprise Surge

Finding:	In Mar 2026 Pro units fell to 338 (from 352 in Feb, a -4% dip), the only monthly Pro decline in the suggests a possible cross-sell where some Pro accounts upgraded to Enterprise, boosting blendec
Action:	*Cross-reference CRM data to confirm upgrade theory; if validated, formalize upgrade path.*

Methodology: ARPU = Total Revenue / Total Units per category over the full H1 period. MoM Growth = (Current Month Revenue - F

SALES PERFORMANCE

oss 3 categories | Generated: 2026-07-23

H1 Total Units
3,169
+91.3% Pro vs Enterprise

crease over six months. The compound monthly growth rate (CMGR) is approximately 11.4%,

and $300/unit for Team. Despite the lowest unit volume, Enterprise accounts for 39.8% of total
oution: a small number of high-value accounts drive disproportionate revenue.

5.9%) and Enterprise (+91.7% but from a low base of 12 units). Team unit volume also grew from
nterprise.

100/unit ARPU it is the weakest monetization tier. While Pro fuels top-of-funnel awareness, over-
ly $23,360 revenue — low absolute risk but high volume disruption.

period. Enterprise simultaneously jumped to $51,000 (+21.4% MoM). This opposing movement
d revenue even as Pro volume softened. This pattern deserves monitoring in H2.

Prior Month Revenue) / Prior Month Revenue. CMGR = (Jun Rev / Jan Rev)^(1/5) - 1.